PROJECT NUMBER : 2306
PROJECT TITLE : Marlboro Standardization/International Support
PROJECT LEADER : W. R. Bell
PERIOD COVERED : February, 1991

I. MARLBORO STANDARDIZATION

A. **Objective:** Analytical and subjective evaluations of production Marlboro KS/LS.

B. **Status:** The subjectives of January 15, 1991 have been completed and the analytical data is nearing completion. A final report will be issued. Data for the presentations to factory personnel has been compiled. These presentations will begin during the month of March. In conjunction with these presentations with the factory personnel, a time will be discussed for the next Marlboro Standard Run for 1991. Additional factory pickups will be conducted prior to the Standard Run.

C. **Plans:** Present the results of the analytical and subjective data from the Standard VIII Run to the factory personnel and continue with the factory pickups for analytical and subjectives.

II. MARLBORO 83 mm FTB/MEDIUM MILDS/EXTRA LIGHTS

A. **Objective:** To develop a Marlboro line extension in 8-9 mg (Extra Lights) and/or 12-13 mg (Medium/Milds) using cork tipping.

B. **Status:** The initial production of the domestic 83 mm FTB was subjectively monitored by members of Flavor Technology. Marlboro Medium/Milds specifications are set for a 12 mg FTC tar delivery product using standard filler and flavors. POL results and model evaluations indicate the ability to produce a 9 mg FTC tar delivery product with Marlboro subjective character, if desired.

III. DOMESTIC PANEL

A. **Objective:** Provide subjective evaluations (rod aroma and smoking characteristics) for domestic markets.

B. **Status:** The panel has been involved in a three-week review training program; as a result, only three (3) subjective panels were conducted.

IV. INTERNATIONAL SUPPORT

A. **Objective:** Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.

B. **Status:** Three (3) panels were conducted during this reporting period.

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V. FACTORY SUPPORT

A. **Objective:** To provide R&D support to the factories regarding process modifications, flavors and finished cigarettes.

B. **Status:** POL's 0362, 0363 and 3644, using MSA, were made in the Semiworks and have been released. POL's 0364 and 3645 are being remade at Stockton Street the first week of March.

VI. INTERNATIONAL

A. **Objective:** To provide flavor support to the International Development Group as needed.

B. **Status:**

MF/MF Lights (Japan) Casing and aftercut flavors were provided by Flavor Technology for large-scale primary runs for the evaluation of two blend prototypes.

Project Ring (Korea) Filler was produced February 13, 1991 using L&M Milds leaf blend, Ring A+ aftercut and Gold casing. Cigarettes were made for internal testing.

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